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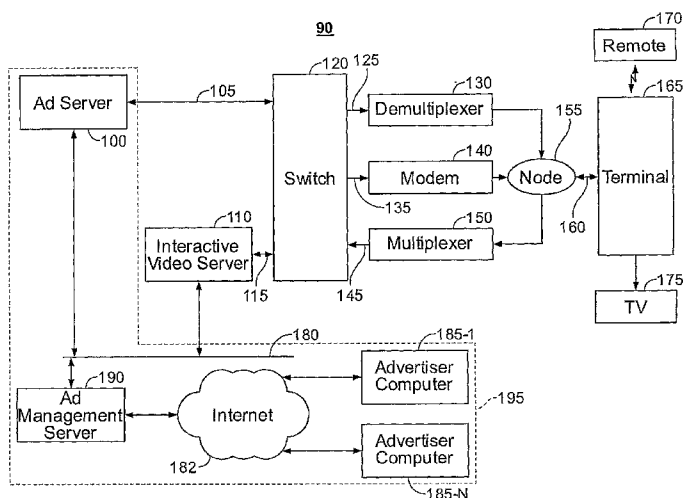
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: TECHNIQUE FOR PROVIDING ADVERTISEMENTS OVER A COMMUNICATIONS NETWORK DELIVERING INTERACTIVE NARRATIVES



(57) Abstract: Advertisements associated with actions related to interactive programs are provided over a communications network. Advertisement content is based on information related to interactive program content. Records are maintained in a database for dynamically managing the assignment of advertisement locations within interactive programs to advertisers and their corresponding advertisements, and for managing the distribution of advertisements to the appropriate individuals at the appropriate times. Data items related to a request for advertisement locations from a collection of advertisement locations are associated with various decision points within interactive programs. The data items are disposed in a plurality of fields arranged to reserve advertisement locations so that the appropriate advertisements can be provided at the appropriate times within interactive programs. Advertisement content is based on information related to interactive program content.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/22882

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 3/00 (2006.01)

USPC - 725/46

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8) G06F 17/30; G07G 1/00; G06Q 30/00; G07G 1/14; G06F 7/00; G06F 17/00; G09G 5/00; G06F 3/00; G06F 9/44; G06F 9/46; G06F 13/00; G11B 27/00; H04N 5/44; H04N 7/173; H04N 5/445; H04N 7/16 (2006.01)
USPC - 705/14, 10; 707/104.1; 719/310, 311, 312; 345/156; (cont. on extra sheet)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PubWEST (US, USPG-PUB, EPO, DERWENT), MicroPatent, IP.com, DialogPro

Search Terms: interactive, program, video, server, personality, preference, psychographic, sociological; psychological

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2002/0059094 A1 (HOSEA et al) 16 May 2002 (16.05.2002), entire document.	1-14, 16-33, 35-45, 47, 48, 49, 50, 51 ----- 15, 34, 46
Y	US 2002/0163500 A1 (GRIFFITH) 07 November 2002 (07.11.2002), abstract and paragraph [0019].	15, 34, 46
A, P	WO 2006/022618 A1 (KEAHEY) 02 March 2006 (02.03.2006), entire document.	15, 34, 46
A	US 6,807,675 B1 (MAILLARD et al) 19 October 2004 (19.10.2004), entire document.	1-51
A	US 2005/0097599 A1 (PLOTNICK et al) 05 May 2005 (05.05.2005), entire document.	1-51
A	US 2002/0167484 A1 (HATANAKA et al) 14 November 2002 (14.11.2002), abstract.	1-51
A	US 2003/0028451 A1 (ANANIAN) 06 February 2003 (06.02.2003), abstract.	1-51
A	US 5,676,551 A (KNIGHT et al) 14 October 1997 (14.10.1997), entire document.	1-51
A	US 2004/0267816 A1 (RUSSEK) 30 December 2004 (30.12.2004), entire document.	1-51
A	US 2003/0067554 A1 (KLARFELD et al) 10 April 2003 (10.04.2003), entire document.	1-51

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"P" document published prior to the international filing date but later than the priority date claimed

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

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Date of mailing of the international search report

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